



International tourism on track to reach 65% of pre-pandemic levels by the end of 2022

- International tourism showed robust performance in January-September 2022, with arrivals reaching 63% of pre-pandemic levels in the first nine months of 2022.
- An estimated 700 million tourists travelled internationally between January and September, more than double (+133%) the number recorded in the same period of 2021.
- Results were boosted by strong pent-up demand, improved confidence levels and the lifting of restrictions in an increasing number of destinations.
- Monthly arrivals climbed from -64% in January 2022 (versus 2019) to -27% in September, confirming the rapid and sustained recovery of international travel throughout the year
- Tourism performance was particularly strong in the third quarter of 2022 (-26% over 2019) when an estimated 340 million international arrivals were recorded around the world, almost 50% of the nine-month total.
- Europe (+126%) continued to lead the rebound of international tourism through September, reaching 81% of pre-pandemic levels. The Middle East saw international arrivals more than triple (+225%) year-on-year in January-September 2022, climbing to 77% of 2019 levels.
- Africa (+166%) and the Americas (+106%) reached 63% and 66% of 2019 levels respectively. In Asia and the Pacific (+230%) arrivals more than tripled in the first nine months of 2022, reflecting the opening of many destinations, though remained 83% below 2019 levels.
- The recovery can also be seen in outbound tourism spending from major source markets, with strong results from France and Germany, where expenditure reached -8% and -12% respectively through September, compared to 2019.
- International arrivals could reach 65% of pre-pandemic levels in 2022, in line with UNWTO's initial scenarios. Despite growing challenges pointing to a softening of the recovery pace in the coming months, export revenues from tourism could reach USD 1.2 to 1.3 trillion in 2022, a 60-70% increase over 2021, or 70-80% of the USD 1.8 trillion recorded in 2019.



Source: UNWTO

* Provisional data



The World Tourism Organization (UNWTO) is the United Nations specialized agency mandated with the promotion of responsible, sustainable and universally accessible tourism.

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UNWTO World Tourism Barometer

ISSN: 1728-9246

Published and printed by the World Tourism Organization, Madrid, Spain - First printing: 2022 (version 25/11/22)
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About the *UNWTO World Tourism Barometer*

The *UNWTO World Tourism Barometer* is a publication of the World Tourism Organization (UNWTO) that monitors short-term tourism trends on a regular basis to provide global tourism stakeholders with up-to-date analysis on international tourism.

The information is updated several times a year and includes an analysis of the latest data on tourism destinations (inbound tourism) and source markets (outbound tourism). The Barometer also includes three times a year a Confidence Index based on the UNWTO Panel of Tourism Experts survey, which provides an evaluation of recent performance and short-term prospects on international tourism.

The UNWTO Secretariat wishes to express its gratitude to those who have contributed to the production of this *UNWTO World Tourism Barometer*, in particular to institutions that supplied data, and to the members of the UNWTO Panel of Tourism Experts for their valuable feedback and analysis.

This report was prepared by the **UNWTO Tourism Market Intelligence and Competitiveness Department**, under the supervision of Sandra Carvão, Director of the Department. Authors include (in alphabetical order): Fernando Alonso, Michel Julian and Javier Ruescas.

For more information including copies of previous issues, please visit: www.e-unwto.org/loi/wtobarometereng.

We welcome your comments and suggestions at barom@unwto.org.

Data collection for this issue was closed mid-November 2022.

The next issue of the *UNWTO World Tourism Barometer* is scheduled to be published on the occasion of the Spanish tourism fair Fitur (18-22 January 2023).

Pages 1-5 of this document constitute the Excerpt of the *UNWTO World Tourism Barometer*. The full document is available free of charge for UNWTO Members and subscribers from the UNWTO elibrary at www.e-unwto.org. This release is available in English, while the Statistical Annex is provided in English, French and Spanish.

Inbound tourism

International arrivals grew 133% in January-September 2022, but remained 37% below 2019

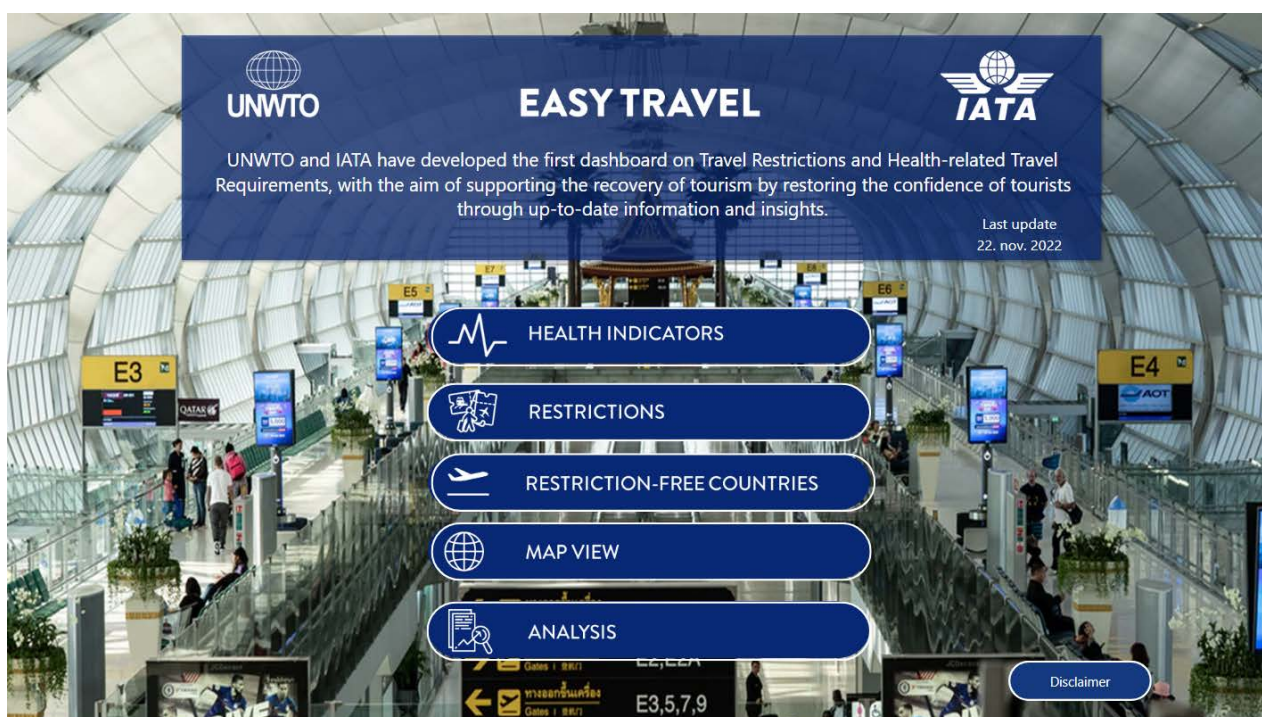
- International tourism continued to show robust performance through September 2022, with arrivals reaching 62% of pre-pandemic levels in the first nine months of 2022. This trend suggests that the sector could end the year at around 65% of its pre-pandemic levels, in line with UNWTO's initial scenarios.
- An estimated 700 million tourists (overnight visitors) travelled internationally between January and September 2022, more than double (+133%) those of the same period in 2021, though still 37% less than in 2019.
- Results were boosted by strong pent-up demand, improved confidence levels and the lifting of restrictions in an increasing number of destinations (108 countries had no COVID-19 related restrictions as of 7 November 2022, according to the [UNWTO/IATA Destination Travel – Easy Travel](#)).
- Monthly arrivals climbed from -64% in January 2022 (versus 2019) to -27% in September, confirming the rapid and sustained recovery of international travel throughout the year.
- Results were particularly strong in the third quarter of 2022 (-26% over 2019). An estimated 340 million international arrivals were recorded in the Northern Hemisphere summer months of July, August and

September, over twice the numbers seen in the same months last year. These three months represent 48% of the total arrivals recorded in the first nine months of 2022.

- Europe welcomed 477 million international arrivals in January-September 2022, accounting for 68% of the total 700 million recorded globally during that period.

Europe recovered 81% of 2019 arrivals in the first nine months of 2022

- Europe showed the fastest recovery in January-September 2022, with arrivals reaching 81% of the numbers recorded in 2019.
- Europe (+126%) welcomed more than twice as many international arrivals as in the first nine months of 2021, with results boosted by strong intra-regional demand and travel from the United States. The region saw particularly robust performance in Q3, when arrivals reached almost 90% of 2019 levels, reflecting a busy summer period. According to data from the US National Travel and Tourism Office, US travel to Europe continued to show robust growth (+290% through September), in particular during the summer months.



- Airports in the EU+ market (EU, EEA, Switzerland and UK) continued to drive the recovery, with passenger traffic at airports increasing by 74% in Q3 compared to the same period last year. When compared to pre-pandemic levels, airports in the EU+ market were at -13%, according to the Airports Council International (ACI).
- The Middle East (+225%) saw international arrivals grow more than three times year-on-year in January-September 2022, climbing to 77% of pre-pandemic levels.
- Africa (+166%) and the Americas (+106%) also recorded strong growth in January-September 2022 compared to 2021, reaching 63% and 66% of 2019 levels, respectively.
- Asia and the Pacific (+230%) saw arrivals more than triple in the first nine months of 2022, reflecting the opening of many destinations in the region, including Japan at the end of September. Yet, arrivals still remained 83% below 2019 levels. China, a key source market in the region remains closed.
- Among destinations reporting data on international tourism receipts in the first seven to nine months of 2022, Serbia (+76%), Romania (+52%), Türkiye (+15%), Latvia (+14%), Portugal (+13%), Pakistan (+12%), Mexico (+9%), Morocco (+3%) and France (+1%), all exceeded pre-pandemic levels.
- The ongoing recovery can also be seen in outbound tourism spending from major source markets. Expenditure from France was at -8% in January-September 2022 compared to 2019 while spending from Germany stood at -12%. International tourism spending remained at -9% in Belgium, -19% in Italy and -21% in the United States. Other markets in the top 20 such as Qatar (+21%), India (+10%) and Saudi Arabia (-7%) also showed strong performance.
- The robust recovery of tourism is reflected not only in the tourism data for many destinations across the globe but also in the various industry indicators such as air capacity and hotel metrics.

Western Europe and Southern and Mediterranean Europe close to pre-pandemic levels

- Several subregions reached 80% to 90% of their pre-pandemic arrivals in January-September 2022. Southern Mediterranean Europe (86%), the Caribbean and Central America (both 82%) showed the fastest recovery towards 2019 levels. Western Europe (88%) and Northern Europe (81%) also posted strong results.
- In the month of September arrivals surpassed pre-pandemic levels in the Middle East (+3% over 2019) and the Caribbean (+1%) and came close in Central America (-7%), Northern Europe (-9%) and Southern and Mediterranean Europe (-10%).
- Among destinations reporting data on international arrivals in the first seven to nine months of 2022, those exceeding pre-pandemic levels were: the US Virgin Islands (+29% over 2019), Albania (+18%), Saint Maarten (+16%), Ethiopia and Honduras (both +15%), Andorra and Puerto Rico (+14%), Dominican Republic (+7%), El Salvador (+1%), Curaçao (3%), Colombia (+2%), Iceland, Liechtenstein and San Marino (all 0%).
- The challenging economic environment, including persistently high inflation and spike in energy prices, aggravated by the Russian offensive in Ukraine, could weigh on the pace of recovery in Q4 and into 2023.
- The latest survey among UNWTO's Panel of Tourism Experts shows a downgrade in confidence levels for the last four months of 2022, reflecting more cautious optimism.
- Despite growing challenges pointing to a softening of the recovery pace, export revenues from tourism could reach USD 1.2 to 1.3 trillion in 2022, a 60-70% increase over 2021, or 70-80% of the USD 1.8 trillion recorded in 2019.
- In terms of tourist numbers, the year 2022 is expected to close with over 900 million international arrivals, or up to 65% of 2019 levels.

Cautious optimism in the months ahead

International Tourist Arrivals by (Sub)region

	Monthly/quarterly data series																				
				Share	Change (%)			Change (%)*													
	(million)			2021*				2022 over 2021²								2022 over 2019					
	2019	2020	2021*		2019*	20/19	21/20*	21/19*	YTD	Q1	Q2	Q3	Jul.	Aug.	Sep.	YTD	Q1	Q2	Q3	Jul.	Aug.
World	1466	409	448	100	-72.1	9.4	-69.5	133	210	244	77	95	71	65	-37.4	-57.0	-36.6	-25.3	-23.9	-25.3	-27.0
Advanced economies¹	777	222	240	53.6	-71.5	8.2	-69.1	158	365	374	77	108	68	57	-31.6	-53.7	-30.5	-20.3	-19.4	-18.8	-23.3
Emerging economies¹	689	187	208	46.4	-72.8	10.9	-69.8	104	126	142	76	76	76	77	-44.3	-60.1	-44.3	-32.0	-30.1	-34.0	-32.0
By UNWTO regions:																					
Europe	746.0	241.9	301.3	67.3	-67.6	24.6	-59.6	126	310	313	57	78	50	44	-19.4	-38.0	-19.3	-11.4	-9.5	-10.2	-15.3
Northern Europe	83.7	23.3	21.2	4.7	-72.1	-9.0	-74.7	304	661	815	168	262	145	107	-19.4	-47.8	-17.1	-6.6	-7.0	-4.4	-9.4
Western Europe	205.1	83.5	87.6	19.6	-59.3	4.9	-57.3	135	434	471	51	69	45	37	-12.0	-36.5	-10.8	-1.0	3.9	1.6	-10.6
Central/Eastern Eur.	153.3	46.7	53.8	12.0	-69.5	15.1	-64.9	76	142	134	36	39	37	32	-42.6	-50.0	-44.2	-37.2	-38.9	-35.7	-36.9
Southern/Medit. Eur.	303.9	88.3	138.7	31.0	-70.9	57.0	-54.4	115	314	275	52	73	42	44	-13.9	-28.2	-14.1	-8.8	-7.4	-9.0	-10.1
- of which EU-27	541.3	185.1	224.5	50.1	-65.8	21.3	-58.5	130	375	354	56	80	47	42	-16.3	-36.1	-15.4	-8.6	-6.3	-7.6	-12.9
Asia and the Pacific	359.6	59.2	21.1	4.7	-83.5	-64.3	-94.1	230	58	219	402	339	481	403	-82.6	-92.2	-82.6	-72.2	-74.4	-72.5	-69.6
North-East Asia	170.3	20.3	11.2	2.5	-88.1	-44.8	-93.4	18.0	-3	6	51	-1	99	74	-92.2	-94.1	-92.6	-89.7	-92.4	-89.3	-87.0
South-East Asia	138.0	25.5	2.9	0.6	-81.5	-88.7	-97.9	↑	109	975	↑	↑	↑	↑	-79.6	-96.4	-80.0	-62.0	-64.7	-63.0	-58.0
Oceania	17.5	3.6	0.8	0.2	-79.2	-79.3	-95.7	664	634	378	↑	607	↑	↑	-69.7	-89.0	-65.0	-52.9	-55.3	-55.0	-48.0
South Asia	33.8	9.8	6.3	1.4	-71.1	-35.4	-81.3	264	132	439	281	426	261	187	-49.2	-68.1	-41.5	-34.1	-26.2	-36.6	-40.4
Americas	219.3	69.8	81.6	18.2	-68.2	16.9	-62.8	106	125	105	96	98	102	87	-33.6	-46.7	-29.9	-25.3	-25.3	-25.8	-24.6
North America	146.6	46.5	57.0	12.7	-68.3	22.7	-61.1	94	101	93	90	98	95	77	-33.8	-43.7	-31.4	-28.5	-28.1	-29.5	-27.9
Caribbean	26.3	10.3	14.2	3.2	-60.8	37.6	-46.0	71	140	62	42	39	46	42	-17.8	-33.0	-13.9	-2.2	-2.4	-4.1	1.2
Central America	10.9	3.1	4.9	1.1	-71.6	59.3	-54.8	115	191	114	76	71	88	70	-18.0	-32.1	-10.5	-9.0	-9.5	-9.5	-7.4
South America	35.4	9.9	5.5	1.2	-72.0	-44.9	-84.6	371	291	497	350	352	417	292	-49.0	-69.2	-42.5	-29.3	-33.5	-26.8	-26.8
Africa	68.1	18.4	19.1	4.3	-72.9	3.6	-72.0	166	129	206	161	137	185	171	-36.8	-57.3	-35.0	-22.7	-21.0	-24.0	-23.5
North Africa	25.6	5.6	6.6	1.5	-78.2	18.8	-74.2	200	138	312	176	128	216	239	-28.9	-59.6	-26.1	-14.5	-13.8	-15.0	-14.8
Subsaharan Africa	42.5	12.8	12.5	2.8	-69.8	-3.0	-70.7	139	124	146	144	155	151	128	-43.0	-56.0	-41.7	-31.5	-30.6	-33.6	-30.1
Middle East	73.0	19.8	24.6	5.5	-72.9	24.0	-66.3	225	244	286	177	247	209	109	-22.6	-34.1	-21.0	-13.0	0.9	-33.3	2.9
Memorandum³																					
ASEAN	138.0	25.5	2.9	0.6	-81.5	-88.7	-97.9	↑	110	977	↑	↑	↑	↑	-79.6	-96.4	-80.0	-62.0	-64.7	-63.0	-57.9
G20	1,003	302	346	77.4	-69.8	14.6	-65.5	128	235	265	66	87	59	53	-30.4	-50.3	-29.7	-19.9	-17.6	-20.0	-22.6
GCC	47.7	13.5	18.3	4.1	-71.7	35.2	-61.7	227	251	272	179	293	189	114	-13.6	-23.5	-13.5	-2.4	21.9	-37.6	37.4
LDCs	36.4	10.2	7.0	1.6	-71.9	-32.0	-80.9	153	58	155	236	238	250	221	-63.4	-78.3	-64.3	-47.0	-46.9	-48.4	-45.4
LLDCs	50.5	12.1	11.3	2.5	-76.0	-6.8	-77.6	169	101	170	207	233	204	187	-53.5	-71.8	-53.5	-38.6	-39.7	-39.3	-36.7
SIDS	43.4	10.6	13.1	2.9	-75.5	23.7	-69.7	154	221	171	114	118	108	117	-38.3	-55.9	-35.1	-21.5	-22.8	-24.3	-15.9

Source: World Tourism Organization (UNWTO)

(Data as collected by UNWTO, November 2022)

* Provisional data

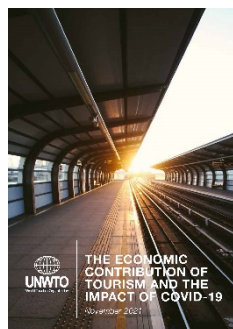
¹ Classification based on the International Monetary Fund (IMF), see the Statistical Annex of the IMF World Economic Outlook of April 2017, page 175, at www.imf.org/external/ns/cs.aspx?id=29.² Arrows (↑) indicate percentage change above 1000. (See Methodological Notes)³ ASEAN: Association of Southeast Asian Nations, G20: Group of Twenty, GCC: Gulf Cooperation Council, LDCs: Least Developed Countries, LLDCs: Landlocked Developing Countries, SIDS: Small Island Developing States. (See Methodological Notes)

See box in page 'Annex-1' for explanation of abbreviations and symbols used

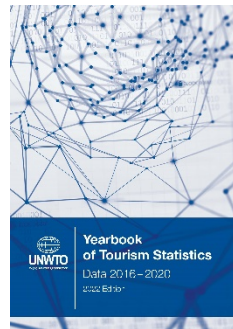
For regularly updated data, please check the *UNWTO Tourism Recovery Tracker*: <https://www.unwto.org/unwto-tourism-recovery-tracker>



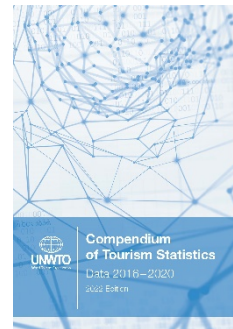
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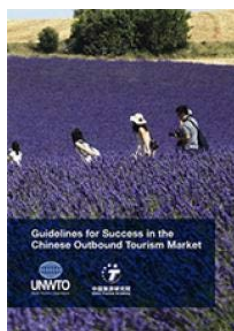
The Economic Contribution of Tourism and the Impact of COVID-19 (2021)



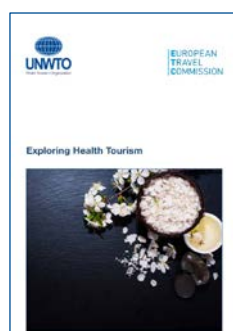
Yearbook of Tourism Statistics (2016-2020)



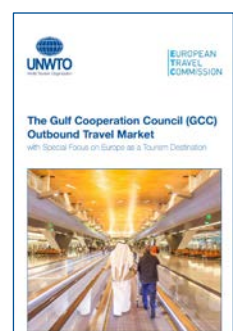
Compendium of Tourism Statistics (2016-2020)



Guidelines for Success in the Chinese Outbound Tourism Market (2019)



Exploring Health Tourism (2018)



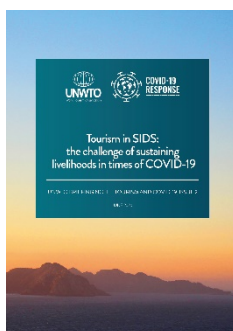
The Gulf Cooperation Council (GCC) Outbound Travel Market (2018)



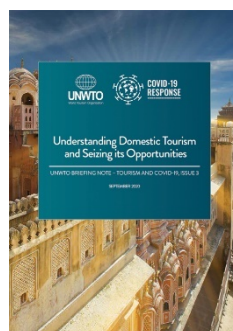
European Union Tourism Trends (2018)



How are countries supporting tourism recovery? Tourism and Covid-19 (2020)



Tourism in SIDS: the challenge of sustaining livelihoods in times of Covid-19 (2020)



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